

SERFF Tracking Number: UHLC-126728897 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46246
 Company Tracking Number: CA25057ST
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
 Plans 2010
 Product Name: Medicare Supplement
 Project Name/Number: Print Advertising/CA25057ST

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: Medicare Supplement SERFF Tr Num: UHLC-126728897 State: Arkansas
 TOI: MS08G Group Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 46246
 Standard Plans 2010 Closed
 Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: CA25057ST State Status: Filed-Closed
 Filing Type: Advertisement Reviewer(s): Stephanie Fowler
 Authors: Michelle Ambach, Tammy Frederick, Bobbie Walton Disposition Date: 07/23/2010
 Date Submitted: 07/20/2010 Disposition Status: Filed-Closed
 Implementation Date Requested: On Approval Implementation Date:
 State Filing Description:

General Information

Project Name: Print Advertising Status of Filing in Domicile: Pending
 Project Number: CA25057ST Date Approved in Domicile:
 Requested Filing Mode: File & Use Domicile Status Comments:
 Explanation for Combination/Other: Market Type: Group
 Submission Type: New Submission Group Market Size: Large
 Overall Rate Impact: Group Market Type: Association
 Filing Status Changed: 07/23/2010 Explanation for Other Group Market Type:
 State Status Changed: 07/23/2010
 Deemer Date: Created By: Tammy Frederick
 Submitted By: Tammy Frederick Corresponding Filing Tracking Number:
 CA25057ST
 Filing Description:
 RE: UnitedHealthcare Insurance Company
 AARP Medicare Supplement Advertising Material
 Print Advertising
 NAIC No: 0707-79413
 File No: CA25057ST, et al
 Invitation to Inquire Method for Dissemination - Direct Mail Policy Form NO. GRP 79171

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Dear Commissioner:

We enclose for your information and review, proof copies of advertising for use in connection with the AARP group health insurance program. This advertising is new and does not replace any material previously submitted to the Department.

These Invitations to Inquire are self mailer Medicare Supplement Advertisements. Final production of the enclosed advertising pieces will show the component number on the bottom left hand corner of the Print Ads.

We trust the enclosed forms are in order and look forward to your prompt acknowledgment of this filing. If you have any further questions you can contact me at 215-902-8444. If you prefer, you may also send a facsimile to me at Fax: 215-902-8813 or send an email to Susan_J_Cipollo@uhc.com.

Sincerely,

Susan J. Cipollo
Director Marketing Compliance

SJC:tmf
Enclosures

LIST OF ENCLOSURES
MEDICARE SUPPLEMENT
SELF MAILER ADVERTISEMENTS
2010

CA25057ST - SELF MAILER
CA25058ST - SELF MAILER
MS2521ST - BUSINESS REPLY CARD
MS2522ST - BUSINESS REPLY CARD

Company and Contact

Filing Contact Information

Susan Cipollo, Director
680 Blair Mill Rd.

Susan_J_Cipollo@uhc.com
215-902-8444 [Phone]

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Horsham, PA 19044 215-902-8813 [FAX]

Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut
185 Asylum Street Group Code: 707 Company Type: Life and Health
Hartford, CT 06103 Group Name: State ID Number:
(860) 702-5000 ext. [Phone] FEIN Number: 36-2739571

Filing Fees

Fee Required? Yes
Fee Amount: \$200.00
Retaliatory? No
Fee Explanation: 50.00 per component. 4 components
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$200.00	07/20/2010	38147963

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	07/23/2010	07/23/2010

SERFF Tracking Number:	UHLC-126728897	State:	Arkansas
Filing Company:	UnitedHealthcare Insurance Company	State Tracking Number:	46246
Company Tracking Number:	CA25057ST		
TOI:	MS08G Group Medicare Supplement - Standard Sub-TOI:		MS08G.001 Plan A 2010
	Plans 2010		
Product Name:	Medicare Supplement		
Project Name/Number:	Print Advertising/CA25057ST		

Disposition

Disposition Date: 07/23/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: UHLC-126728897 State: Arkansas

Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46246

Company Tracking Number: CA25057ST

TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010

Product Name: Medicare Supplement

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	SELF MAILER	Filed-Closed	Yes
Form	SELF MAILER	Filed-Closed	Yes
Form	BUSINESS REPLY CARD	Filed-Closed	Yes
Form	BUSINESS REPLY CARD	Filed-Closed	Yes

SERFF Tracking Number: UHLC-126728897 State: Arkansas

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TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
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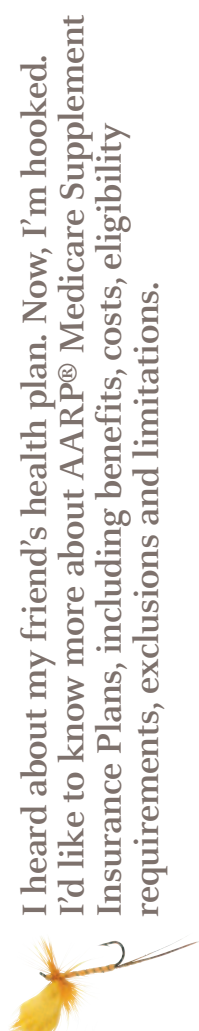
Product Name: Medicare Supplement

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Form Schedule

Lead Form Number: CA25057ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 07/23/2010	CA25057S T	Advertising	SELF MAILER	Initial		45.000	CA25057ST.pdf
Filed-Closed 07/23/2010	CA25058S T	Advertising	SELF MAILER	Initial		45.000	CA25058ST.pdf
Filed-Closed 07/23/2010	MS2521ST	Advertising	BUSINESS REPLY CARD	Initial		45.000	MS2521ST.pdf
Filed-Closed 07/23/2010	MS2522ST	Advertising	BUSINESS REPLY CARD	Initial		45.000	MS2522ST.pdf



I heard about my friend’s health plan. Now, I’m hooked. I’d like to know more about AARP® Medicare Supplement Insurance Plans, including benefits, costs, eligibility requirements, exclusions and limitations.

Name (Mr., Mrs., Ms., Miss) Please Print	AARP Membership Number, if Applicable		
Date of Birth (Month/Day/Year)	Medicare Part B Effective Date (Month/Year)		
Address	City	State	ZIP Code
Phone	E-mail Address		
If you provide your phone number and/or e-mail address, a producer/licensed agent may contact you. This is a solicitation of insurance. An agent/producer may contact you.			
Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents).			
AARP does not employ or endorse agents, brokers, producers, representatives or advisors.			
Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.			
[1-800-523-5800], code [XXX] • For TTY: 711			
Visit www.medsuppreferral.com			



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Address	City	State	ZIP Code
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[1-800-523-5800], code [XXX] • For TTY: 711			
Visit www.medsuppreferral.com			

AARP | Medicare Supplement Plans
insured by **UnitedHealthcare Insurance Company**

AARP Medicare Supplement Insurance Plans insured by
UnitedHealthcare Insurance Company
P.O. Box 1017 • Montgomeryville, PA 18936-1017

PRSRT STD
U.S. POSTAGE
PAID
UNITEDHEALTHCARE

Jane A. Sample
123 Any Street
Any City, State 10000

Share what you know about health insurance
with the people you care about.

CA25057ST



At least they’ll believe you
when you start talking about
your health insurance plan.

But they'll be all ears when it comes to AARP® Medicare Supplement Plans.

It was this big. It took an hour to haul it in. So, you exaggerated a bit. But your family and friends still respect your opinion when it comes to your AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company. They'll be happy to hear the only Medicare supplement plan that carries the AARP name offers competitive rates—and the customer service you've come to expect from the AARP name. Once you're done telling your friends, you can go back to waiting for a big one.

There are plenty of other reasons to tell your friends about this type of plan:

- You love how it lets you choose your own doctor who accepts Medicare patients.
- You're allowed to see specialists without referrals.
- Your plan comes along for the ride if you travel anywhere in the U.S.

*Remember to mention the perks you have as an insured AARP member, too:**

- If you have health questions, you can call the Nurse HealthLine any day or time.[†]
- You get free access to fitness centers and more with the SilverSneakers® program.^{††}

Help your friends get more information with the cards below.
Keep your favorite fishing hole to yourself.



***These are additional insured member services apart from the AARP Medicare Supplement Plan benefits, are not insurance programs, may be subject to geographic availability and may be discontinued at any time.**

The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare pays a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purpose of AARP and its members. Neither AARP nor its affiliate is the insurer.

AARP does not recommend health related products, services, insurance and programs. You are strongly encouraged to evaluate your needs.

Insured by UnitedHealthcare Insurance Company, Horsham, PA. Policy Form No. GRP 79171 GPS-1 (G-36000-4). In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area.

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.


This is a solicitation of insurance. An agent/producer may contact you.



AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, producers, representatives or advisors. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.


†OptumHealth is the provider of Nurse HealthLine. OptumHealth nurses cannot diagnose problems or recommend specific treatment and are not a substitute for your doctor's care. These services are not an insurance program and may be discontinued at any time. All decisions about medications, vision care, and health and wellness care are between you and your health care provider.



††The SilverSneakers program is made available as a value added service to AARP members insured by UnitedHealthcare. It is not insurance coverage, may be subject to geographic availability and may be discontinued at any time. Neither AARP nor UnitedHealthcare endorse or are responsible for the services or information provided by this program. Consult a health care professional before beginning any exercise program.



 I heard about my friend's health plan. Now I want a plan worth bragging about. I'd like to know more about AARP® Medicare Supplement Insurance Plans, including benefits, costs, eligibility requirements, exclusions and limitations.

Name (Mr., Mrs., Ms., Miss) Please Print	AARP Membership Number, if Applicable		
Date of Birth (Month/Day/Year)	Medicare Part B Effective Date (Month/Year)		
Address	City	State	ZIP Code
Phone E-mail Address			
If you provide your phone number and/or e-mail address, a producer/licensed agent may contact you. This is a solicitation of insurance. An agent/producer may contact you. Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents). AARP does not employ or endorse agents, brokers, producers, representatives or advisors. Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.			
 [1-800-523-5800], code [XXX] • For TTY: 711			
 Visit www.medsuppreferral.com			

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 Medicare Supplement Plans
insured by  UnitedHealthcare Insurance Company

UnitedHealthcare Insurance Company
P.O. Box 1017 • Montgomeryville, PA 18936-1017

PRSRT STD
U.S. POSTAGE
PAID
UNITEDHEALTHCARE

Jane A. Sample
123 Any Street
Any City, State 10000

Share what you know about health insurance
with the people you care about.

CA25058ST



Some things are worth bragging about.
Why not your health insurance plan?

It's tough to blame someone for going on and on about an AARP® Medicare Supplement Plan.

Some people might go as far as sticking a ribbon on their Medicare supplement plan and parading it in front of friends and family. But simply telling them how happy you are with your AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company, will work just fine. They'll be happy to hear the only Medicare supplement plan that carries the AARP name offers competitive rates—and the customer service you've come to expect from the AARP name.

There are plenty of other reasons to tell your friends about this type of plan:

- You love how it lets you choose your own doctor who accepts Medicare patients.
- You're allowed to see specialists without referrals.
- Your plan comes along for the ride if you travel anywhere in the U.S.

*Remember to mention the perks you have as an insured AARP member, too:**

- If you have health questions, you can call the Nurse HealthLine any day or time.[†]
- You get free access to fitness centers and more with the SilverSneakers® program.^{††}

Help your friends get more information with the cards below.
Mentioning Fido's shiny new ribbon is completely optional.



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Insured by UnitedHealthcare Insurance Company, Horsham, PA. Policy Form No. GRP 79171 GPS-1 (G-36000-4). In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area.

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

This is a solicitation of insurance. An agent/producer may contact you.

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, producers, representatives or advisors. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

[†]OptumHealth is the provider of Nurse HealthLine. OptumHealth nurses cannot diagnose problems or recommend specific treatment and are not a substitute for your doctor's care. These services are not an insurance program and may be discontinued at any time. All decisions about medications, vision care, and health and wellness care are between you and your health care provider.

††The SilverSneakers program is made available as a value added service to AARP members insured by UnitedHealthcare. It is not insurance coverage, may be subject to geographic availability and may be discontinued at any time. Neither AARP nor UnitedHealthcare endorse or are responsible for the services or information provided by this program. Consult a health care professional before beginning any exercise program.





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I'd like to know more about AARP® Medicare Supplement Insurance Plans, including benefits, costs, eligibility requirements, exclusions and limitations.

Name (Mr., Mrs., Ms., Miss) Please Print

AARP Membership Number, if Applicable

Date of Birth (Month/Day/Year)

Medicare Part B Effective Date (Month/Year)

Address

City

State

ZIP Code

Phone

E-mail Address

If you provide your phone number and/or e-mail address, a producer/licensed agent may contact you.
This is a solicitation of insurance. An agent/producer may contact you.

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents).

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 Visit www.medsuppreferral.com



Medicare Supplement Plans

insured by **UnitedHealthcare
Insurance Company**



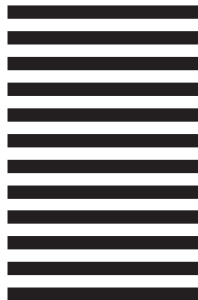
NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 45 LEHIGH VALLEY PA

POSTAGE WILL BE PAID BY ADDRESSEE

UNITEDHEALTHCARE
INSURANCE COMPANY
PO BOX 25601
LEHIGH VALLEY PA 18003-9905



MS2521ST





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Name (Mr., Mrs., Ms., Miss) Please Print

AARP Membership Number, if Applicable

Date of Birth (Month/Day/Year)

Medicare Part B Effective Date (Month/Year)

Address

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 **[1-800-523-5800], code [XXX]** • For TTY: 711

 **Visit www.medsuppreferral.com**



Medicare Supplement Plans

insured by **UnitedHealthcare
Insurance Company**



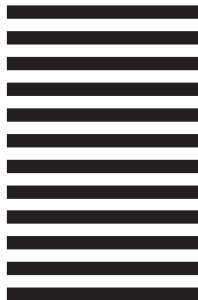
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INSURANCE COMPANY
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MS2522ST

